LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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We hate to name names, but , , .

Name names we must: Camel Filters, Winston Lights and Salem Lights.
Though each of them has more tar than Merit, none of them has better taste.
That's what a majority of smokers said in a national taste test. They judged Merit to taste as good as or better than you know who. The reason is Enriched Flavor.™ Only Merit has it in both regular and menthol. And that's the name of that tune.

Enriched Flavor,™ low tar. A solution with Merit.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Regular and Menthol Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/ngjx0091

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